

## DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**Abar Hutton Media**  
**Attention: Accounts Payable**  
**6190 Grovedale CT Suite 200**  
**Alexandria, VA 22310-2552**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
954102-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Nelson/D/Senate	NELSON/S/D	594

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	954102	07905446

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912820		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	09/25/12	09/28/12	M-F Early Sunrise Class of Time - Pre-emptible with notice	5:00-6:00 AM	-1111--	:30	4	\$300.00	NM	
Weeks:	<u>Start Date</u> 09/24/12	<u>End Date</u> 09/30/12	<u>MTWTFSS</u> -1111--	<u>Spots/Week</u> 4	<u>Rate</u> \$300.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WESH	Tu	09/25/12	5:12 AM	M-F Early Sunrise	5:00-6:00 AM	:30	BN12003H	\$300.00	NM
1	WESH	W	09/26/12	5:25 AM	M-F Early Sunrise	5:00-6:00 AM	:30	BN12003H	\$300.00	NM
4	WESH	Th	09/27/12	5:13 AM	M-F Early Sunrise	5:00-6:00 AM	:30	BN12003H	\$300.00	NM
3	WESH	F	09/28/12	5:43 AM	M-F Early Sunrise	5:00-6:00 AM	:30	BN12003H	\$300.00	NM
3	09/25/12	09/27/12	M-F Sunrise @6AM Class of Time - Pre-emptible with notice	6:00-7:00 AM	-1-1---	:30	2	\$950.00	NM	
Weeks:	<u>Start Date</u> 09/24/12	<u>End Date</u> 09/30/12	<u>MTWTFSS</u> -1-1---	<u>Spots/Week</u> 2	<u>Rate</u> \$950.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WESH	Tu	09/25/12	6:54 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	BN12001H	\$950.00	NM
2	WESH	Th	09/27/12	6:22 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	BN12001H	\$950.00	NM
5	09/26/12	09/28/12	NBC Today Show Class of Time - Pre-emptible with notice	7:00-9:00 AM	--1-1--	:30	2	\$1,400.00	NM	
Weeks:	<u>Start Date</u> 09/24/12	<u>End Date</u> 09/30/12	<u>MTWTFSS</u> --1-1--	<u>Spots/Week</u> 2	<u>Rate</u> \$1,400.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WESH	W	09/26/12	8:43 AM	NBC Today Show	7:00-9:00 AM	:30	BN12001H	\$1,400.00	NM
1	WESH	F	09/28/12	8:39 AM	NBC Today Show	7:00-9:00 AM	:30	BN12001H	\$1,400.00	NM
8	09/25/12	09/27/12	NBC Today Show II Class of Time - Pre-emptible with notice	10AM-11AM	-111---	:30	3	\$625.00	NM	
Weeks:	<u>Start Date</u> 09/24/12	<u>End Date</u> 09/30/12	<u>MTWTFSS</u> -111---	<u>Spots/Week</u> 3	<u>Rate</u> \$625.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WESH	Tu	09/25/12	10:51 AM	NBC Today Show II	10AM-11AM	:30	BN12003H	\$625.00	NM
3	WESH	W	09/26/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	BN12003H	\$625.00	NM
1	WESH	Th	09/27/12		NBC Today Show II	10AM-11AM	:00		<del>\$625.00</del>	NM
Credited										
11	09/28/12	09/28/12	M-F NOON NEWS 12-12:12:00-12:30 PM Class of Time - Pre-emptible with notice		----F--	:30	1	\$350.00	NM	
Weeks:	<u>Start Date</u> 09/24/12	<u>End Date</u> 09/30/12	<u>MTWTFSS</u> ----F--	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00					

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**



www.wesh.com

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
954102-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	NELSON/S/D	594	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	09/28/12	09/28/12	M-F NOON NEWS 12-12:12:00-12:30 PM	12:00-12:30 PM	----F--	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	09/28/12	12:23 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	BN12003H	\$350.00 NM
12	09/25/12	09/28/12	Days of Our Lives	1:00-2:00 PM	-1111--	:30	4	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-1111--	4	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/25/12	2:00 PM	Days of Our Lives	1:00-2:00 PM	:30	BN12001H	\$500.00 NM
3	WESH	W	09/26/12	2:00 PM	Days of Our Lives	1:00-2:00 PM	:30	BN12001H	\$500.00 NM
4	WESH	Th	09/27/12	1:59 PM	Days of Our Lives	1:00-2:00 PM	:30	BN12001H	\$500.00 NM
2	WESH	F	09/28/12	1:59 PM	Days of Our Lives	1:00-2:00 PM	:30	BN12001H	\$500.00 NM
14	09/25/12	09/25/12	KATIE COURIC DAY	2-3PM	-T-----	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-T-----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/25/12	2:37 PM	KATIE COURIC DAY	2-3PM	:30	BN12003H	\$175.00 NM
15	09/26/12	09/26/12	M-F 3-4 PM	3:00-4:00 PM	--W----	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	--W----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	09/26/12	3:30 PM	M-F 3-4 PM	3:00-4:00 PM	:30	BN12003H	\$450.00 NM
16	09/26/12	09/28/12	M-F 4-5 PM NEWS	M-F 4-5 PM	--1-1--	:30	2	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	--1-1--	2	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	W	09/26/12	4:58 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	BN12001H	\$650.00 NM
1	WESH	F	09/28/12	4:27 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	BN12003H	\$650.00 NM
18	09/25/12	09/27/12	M-F 5-6 PM ROT	5:00-6:00 PM	-1-1---	:30	2	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-1-1---	2	\$850.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/25/12	5:28 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	BN12001H	\$850.00 NM
2	WESH	Th	09/27/12	5:25 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	BN12003H	\$850.00 NM
19	09/28/12	09/28/12	M-F 6-6:30 PM	M-F 6-6:30 PM	----F--	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	----F--	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	09/28/12	6:11 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	BN12001H	\$1,200.00 NM
21	09/25/12	09/28/12	M-F Entertainment Tonight	7:00-730 PM	-1-11--	:30	3	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-1-11--	3	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/25/12	7:10 PM	M-F Entertainment Tonight	7:00-730 PM	:30	BN12003H	\$1,500.00 NM
2	WESH	Th	09/27/12	7:30 PM	M-F Entertainment Tonight	7:00-730 PM	:30	BN12001H	\$1,500.00 NM
3	WESH	F	09/28/12	7:10 PM	M-F Entertainment Tonight	7:00-730 PM	:30	BN12003H	\$1,500.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
We warrant that the actual broadcast information shown on this invoice was taken from the program log.

DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
954102-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Nelson/D/Senate	NELSON/S/D	594

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	09/25/12	09/28/12	M-F Entertainment Tonight	7:00-7:30 PM	-1-11--	:30	3	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
23	09/25/12	09/28/12	M-F Access Hollywood	Access Hollywood /	-11-1--	:30	3	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-11-1--	3	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	09/25/12	7:46 PM	M-F Access Hollywood	Access Hollywood /	:30	BN12001H	\$1,500.00 NM
3	WESH	W	09/26/12	7:54 PM	M-F Access Hollywood	Access Hollywood /	:30	BN12003H	\$1,500.00 NM
1	WESH	F	09/28/12	7:46 PM	M-F Access Hollywood	Access Hollywood /	:30	BN12001H	\$1,500.00 NM
24	09/25/12	09/27/12	M-Su News @ 11PM	11-1135p	-1-1---	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-1-1---	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	09/25/12	11:29 PM	M-Su News @ 11PM	11-1135p	:30	BN12003H	\$1,500.00 NM
1	WESH	Th	09/27/12	11:23 PM	M-Su News @ 11PM	11-1135p	:30	BN12003H	\$1,500.00 NM
25	09/25/12	09/27/12	NBC Tonight Show	11:35P-12:35XM	-111---	:30	3	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-111---	3	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/25/12	11:47 PM	NBC Tonight Show	11:35P-12:35XM	:30	BN12001H	\$650.00 NM
2	WESH	W	09/26/12	12:30 AM	NBC Tonight Show	11:35P-12:35XM	:30	BN12001H	\$650.00 NM
3	WESH	Th	09/27/12	12:32 AM	NBC Tonight Show	11:35P-12:35XM	:30	BN12001H	\$650.00 NM
26	09/29/12	09/29/12	Sat 5-6a	Sat 5-6a	-----S-	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S-	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Sa	09/29/12	5:27 AM	Sat 5-6a	Sat 5-6a	:30	BN12002H	\$50.00 NM
27	09/29/12	09/29/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	-----S-	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S-	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/29/12	6:52 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	BN12001H	\$300.00 NM
28	09/29/12	09/29/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S-	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/29/12	7:59 AM	NBC Saturday	Sat 8-10am	:30	BN12002H	\$1,200.00 NM
29	09/29/12	09/29/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PI	-----S-	:30	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S-	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/29/12		SA/SU 6-6:30 PM	SA/SU 5:58-6:30 P.	:00		\$700.00 NM
Credited									
30	09/29/12	09/29/12	Sat. Entertainment this W	7:00-8:00 PM	-----S-	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser):  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



DUPLICATE INVOICE

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**



www.wesh.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
954102-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	NELSON/S/D	594	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
30	09/29/12	09/29/12	Sat. Entertainment this W7:00-8:00 PM		-----S-	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/24/12	09/30/12			-----S-		1	\$800.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/29/12	7:50 PM	Sat. Entertainment this Week	7:00-8:00 PM	:30	BN12001H	\$800.00 NM
31	09/29/12	09/29/12	SATURDAY NIGHT LIVE SATURDAY NIGHT		-----S-	:30	1	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/24/12	09/30/12			-----S-		1	\$900.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/29/12	12:51 AM	SATURDAY NIGHT LIVE	SATURDAY NIGHT	:30	BN12002H	\$900.00 NM
32	09/30/12	09/30/12	Sun Sunrise@6-8 AM	6:00-8:00 AM	-----S	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/24/12	09/30/12			-----S		1	\$300.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/30/12	6:26 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	BN12002H	\$300.00 NM
33	09/30/12	09/30/12	NBC Sunday Today	8:00-9:00 AM/9-11A	-----S	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/24/12	09/30/12			-----S		1	\$1,500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/30/12	8:25 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	BN12001H	\$1,500.00 NM
34	09/30/12	09/30/12	Sun 5-6a	Sun 5-6a	-----S	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/24/12	09/30/12			-----S		1	\$50.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/30/12	5:43 AM	Sun 5-6a	Sun 5-6a	:30	BN12001H	\$50.00 NM
<b>Total Spots</b>							<b>41</b>		

**Payment Terms 30 Days**

<u>Gross Total</u>	\$33,375.00
<u>Agency Commission</u>	\$5,006.25
<u>Net Amount Due</u>	\$28,368.75

## DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**Abar Hutton Media**  
**Attention: Accounts Payable**  
**6190 Grovedale CT Suite 200**  
**Alexandria, VA 22310-2552**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
954102-2	10/07/12	October 2012	10/01/12 - 10/01/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Nelson/D/Senate	NELSON/S/D	594

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	954102	07905446

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912820		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	10/01/12	10/01/12	M-F Early Sunrise	5:00-6:00 AM	M-----	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	5:27 AM	M-F Early Sunrise	5:00-6:00 AM	:30	BN12002H	\$300.00 NM
4	10/01/12	10/01/12	M-F Sunrise @6AM	6:00-7:00 AM	M-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	6:44 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	BN12001H	\$800.00 NM
6	10/01/12	10/01/12	NBC Today Show	7:00-9:00 AM	M-----	:30	2	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESHM		10/01/12	7:30 AM	NBC Today Show	7:00-9:00 AM	:30	BN12002H	\$1,200.00 NM
1	WESHM		10/01/12	8:41 AM	NBC Today Show	7:00-9:00 AM	:30	BN12001H	\$1,200.00 NM
7	10/01/12	10/01/12	Kelly and Michael 9-10 AM	9:00-10:00 AM	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	9:36 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	BN12002H	\$600.00 NM
9	10/01/12	10/01/12	NBC Today Show II	10AM-11AM	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	10:56 AM	NBC Today Show II	10AM-11AM	:30	BN12001H	\$600.00 NM
10	10/01/12	10/01/12	NBC Today Show III	11AM-12PM/10-11A	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

www.wesh.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
954102-2	10/07/12	October 2012	10/01/12 - 10/01/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	NELSON/S/D	594	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	10/01/12	10/01/12	NBC Today Show III	11AM-12PM/10-11A	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM	10/01/12	11:28 AM	NBC Today Show III	11AM-12PM/10-11A	:30	BN12002H	\$600.00	NM
13	10/01/12	10/01/12	KATIE COURIC DAY	2-3PM	M-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM	10/01/12	2:39 PM	KATIE COURIC DAY	2-3PM	:30	BN12001H	\$350.00	NM
17	10/01/12	10/01/12	M-F 5-6 PM ROT	5:00-6:00 PM	M-----	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM	10/01/12	5:27 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	BN12002H	\$900.00	NM
20	10/01/12	10/01/12	M-F Entertainment Tonight	7:00-7:30 PM	M-----	:30	1	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM	10/01/12	7:29 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	BN12001H	\$1,600.00	NM
22	10/01/12	10/01/12	M-F Access Hollywood	Access Hollywood /	M-----	:30	1	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM	10/01/12	7:55 PM	M-F Access Hollywood	Access Hollywood /	:30	BN12002H	\$1,600.00	NM
Total Spots							11		

## Payment Terms 30 Days

Gross Total	\$9,750.00
Agency Commission	\$1,462.50
Net Amount Due	\$8,287.50